

**New York State
Department of Agriculture and Markets
RFA#0331- Request for Applications**

**for the
New York State Grown & Certified Cooperative Marketing Program**

The New York State Department of Agriculture and Markets (AGM), with partial funding through a grant/cooperative agreement from the U.S. Department of Agriculture (USDA) Agricultural Marketing Service, invites applications for financial assistance to support agricultural marketing and promotion efforts that utilize the resources of the New York State Grown & Certified Program (NYS G&C). NYS G&C is a voluntary certification program for New York State agricultural producers that adopt food safety standards and enroll in an environmental management program. Information to enroll in the NYS G&C program is available at certified.ny.gov.

Applications must conform to the format and content specified in this Request for Applications (RFA). Applications will be accepted until 3:00PM on September 30, 2026. Applications delivered after the scheduled date and time will be returned to applicants and not considered for funding. Applicants, not delivery services or other intermediaries, are responsible for the timely submission of applications.

Emailed applications should be sent to NYSGrownandcertified@agriculture.ny.gov
Emailed application subject lines should be titled RFA#0331 “**New York State Grown & Certified Cooperative Marketing Program.**”

Questions? Questions about requirements contained in this RFA must be **emailed** to:

NYS G&C Cooperative Marketing Program
E-mail: NYSGrownandcertified@agriculture.ny.gov

All questions must be submitted to NYSGrownandcertified@agriculture.ny.gov with the subject line [RFA 0331 - Questions](#). Questions must be submitted by email by 5:00 pm on June 1, 2026.

Applicants should note that all clarifications are to be resolved prior to the submission of an application. A list of questions about the program that are received from potential applicants, and answers to those questions, as well as any changes, additions or deletions to the RFA, will be updated, along with the electronic version of this RFA, in the “Funding Opportunities” section of the Department’s website, www.agriculture.ny.gov monthly on the first Friday of each month.

Applicants are urged to check the Department’s website frequently for notices of any changes, additions, deletions to the RFA and/or continued availability of funding. If you are unable to access the website, please contact program at NYSGrownandcertified@agriculture.ny.gov to arrange for alternate delivery. All questions and answers shall become a formal addendum to the RFA.

1. GENERAL PROGRAM INFORMATION

1.1 Program Description

The New York State Grown & Certified Cooperative Marketing Program (the Program) will increase producer sales by driving customer demand for New York State Grown & Certified (NYS G&C) products. The Program will provide funds to support marketing and promotion efforts that utilize the

logo and resources of NYS G&C. Funds are available to any agricultural producer, producer cooperative, agricultural association, or retailer in New York State participating in the NYS G&C program either as a farm, producer, processor, or strategic partner. Partial funding for the Cooperative Marketing Program was made possible by a grant/cooperative agreement from the U.S. Department of Agriculture (USDA) Agricultural Marketing Service. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

Funds will be used to make changes to packaging or marketing resources to include the NYS G&C logo, conduct point-of-purchase marketing, print, radio and/or digital marketing that exposes consumers to the NYS G&C brand and creates meaningful, long-lasting brand recognition. Digital marketing materials are permissible so long as measurable metrics are accessible and available for reporting.

1.2 Funding Available

A total of \$500,000 in funding is available. Funding requests shall not exceed \$10,000. Awards will be distributed for new marketing and promotional projects that create lasting and meaningful exposure of NYS G&C to consumers. Awardees of previous rounds of funding must propose a new project. Funding will be allocated on a first come, first served basis until funds for this purpose are exhausted. **Funds will be distributed on a reimbursement basis.**

1.3 Match Funding Requirement

No matching funds are required

2. REQUIREMENTS AND ELIGIBILITY

2.1 Program Requirements

The Program will provide funding to eligible agricultural producers, producer cooperatives, agricultural association, or retailers, either as a farm, producer, processor, or strategic partner, who currently participate in the NYS G&C program as well as to new enrollees into the program. Funds must be used to create packaging, conduct point-of-purchase, print, radio and/or digital advertising that exposes consumers to the NYS G&C brand and creates meaningful, long-lasting brand recognition. Additional requirements include:

- Materials produced will use the NYS G&C logo or logo with descriptor (lock-up).
- Projects should lead to long-term exposure of the NYS G&C brand to the consumer and increase sales.
- All material produced bearing the NYS G&C logo must adhere to the *NYS G&C Style Guidelines* and *NYS G&C Trademark Licensing Agreement*.
- **All materials bearing the NYS G&C logo must be submitted to the Department for pre-approval prior to being produced; the Department reserves the right to withhold payment for materials produced without pre-approval.**

2.2 Reporting Requirements

Reporting quantitative metrics describing the effectiveness of each project is required. This must include **gross sales** for all NYS G&C products tied to this project. Gross sales must be reported for a 1–3-month period prior to the start of the project; this metric (1–3-month period of gross sales, by product) must be provided **at the time of the application**.

A final report is also required and must be provided at the completion of each project. The final report must include:

- Gross sales for a 1–3-month period following the release of the marketing and promotional efforts for each NYS G&C product tied to the project.
- Additional metrics for all material produced bearing the NYS G&C logo including:
 - Number of packaging, marketing and promotional items produced.
 - Geographic distribution of the items produced, including final sales destination.
- Projects with a digital marketing component must report measurable metrics tied to the project.

2.3. Applicant Eligibility

Applicants must participate in the NYS G&C program and have signed a licensing agreement. Applicants may only be awarded funding once per funding round. Awardees of previous rounds of funding may apply and receive funding for new and distinct projects. Retail Partner applicants must provide a list of the NYS G&C brands/products they carry.

2.4. Eligible Costs

All material produced bearing the NYS G&C logo must adhere to the *NYS G&C Style Guidelines and Licensing Agreement*. Applicants must obtain three competitively priced quotes for all projects. Prior to production, all material bearing the NYS G&C logo must be submitted to the Department for pre-approval; **the Department reserves the right to withhold payment for material bearing the NYS G&C logo produced without pre-approval**. Grant funds may be used for any of the following purposes directly related to the completion of an eligible project. Eligible costs include but are not limited to:

Product Packaging:

- Design and/or design changes to packaging materials to include NYS G&C logo.
- Equipment to facilitate adding the NYS G&C logo to packaging materials.
- Consumer facing packaging materials that display the NYS G&C logo.
- Items that display the NYS G&C logo included inside packaging materials.

Marketing & Advertising:

- Print advertisement that displays the NYS G&C logo, including graphic design and ad placement costs.
- Radio advertisements that promote the NYS G&C brand and create meaningful, long-lasting brand recognition; radio advertisement projects must be able to report metrics.
- Print and radio advertisements must include information on where to buy NYS G&C products.
- Costs associated with adding the NYS G&C logo to other customer-facing marketing opportunities, ex. adding the logo to the side of delivery truck.
- Product displays that contain the NYS G&C logo strategically placed inside the store, e.g., free-standing displays, endcaps, hangtags, shelf slides, cooler clings, floor graphics.
- Costs related to tradeshow exhibition that would otherwise not occur such as: booth costs, marketing materials, and display creation for long-term use.

Digital Marketing:

- Marketing efforts that use an electronic device and/or the internet to display the NYS G&C logo, e.g., digital advertising, email marketing, online brochures, social media marketing, etc.
- All digital marketing projects must be able to report metrics.
- All digital marketing must include a link to certified.ny.gov website.

2.5 Non-Eligible Costs:

- Costs not directly associated with the project
- Costs incurred prior to the award of the grant
- Indirect and overhead expenses
- Costs incurred that do not conform to the *NYS G&C Licensing Agreement* and *Style Guidelines*
- Promotional items (swag), clothing, gifts, prizes, memorabilia, souvenirs.
- Digital marketing efforts that do not have the ability to report metrics
- No promotional material, paid for with funding from this grant, may be sold (e.g., reusable shopping bags).

2.6 Project Duration

Projects must be completed and claims for reimbursement of paid expenses must be submitted to the Department within 6 months of signed Letter of Agreement. Final reports are required including 1-3-months post project gross sales and must be submitted no later than 3 months post project completion. (Reporting must be reflective of the same period that baseline metrics were based on.)

2.7 Reimbursement for Expenses

- Grant funds will be disbursed to awardees on a **reimbursement basis only**, for eligible costs incurred.
- A Claim for Payment (Claim) must be submitted directly to the Department for reimbursement.
- Claims must be submitted to the Department within 30 days from date on the receipt or paid invoice.
- The following documentation must accompany the Claim form:
 - A copy of all receipts and/or paid invoices.
 - Samples or pictures of the packaging, point-of-purchase marketing or digital marketing created.
 - Any reporting requirements.
- The Department reserves the right to withhold payment for marketing materials produced without pre-approval, that do not conform to the *NYS G&C License Agreement* and *NYS G&C Style Guidelines*.

2.8 Successful Applicant Requirements

- Awardees will be required to execute a Letter of Agreement with the Department.
- Awardees will be required to comply with the New York State Workers' Compensation Law, Sections 57 and 220, that require that the Department not enter into a contract unless proof of Workers' Compensation and Disability Insurance is provided in a form satisfactory to the New York State Workers' Compensation Board.

- [Appendix A](#) will be a part of any project funded. It contains standard clauses that are required in all State Contracts. Successful applicants will be responsible for complying with the terms and conditions contained therein.
- The Department and State Comptroller's Office reserve the right to audit the Applicant's books and records relating to the performance of the project during and up to six years after the completion of the project.
- Successful applicants will be required to submit a [Contractor Information Checklist form](#).
- All applications submitted, and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.
- Successful applicants will be required to comply with all applicable State and federal statutes regulations and policy requirements.

2.9 Application Format

Applicants must use the attached Application Form to provide the information requested about the project. All questions must be answered.

General Instructions for Completing the Application Form

- Provide all information requested in the application form. Type or print legibly.
- Identify all pages in numerical order.
- Attach any supporting material at the end of the application

All applicants must also submit:

- Vendor Assurance of No Conflict of Interest
- Executive Order 177
- Vendor Integrity Questionnaire
- Proof of Workers Compensation and Disability Insurance (see Explanation of Workers Comp requirements)
- Substitute W-9
- Contractor Information Checklist

3.0 OTHER CONSIDERATIONS

The Department reserves the right to:

- Reject any or all applications received with respect to this program.
- Waive or modify irregularities in applications received after prior notification and concurrence of the applicant.
- Request from an applicant additional information as deemed necessary to evaluate its application more fully.
- Amend the program's specifications after their release, with appropriate written notice.
- Select only certain portions of the application for partial funding.
- Negotiate the terms of any agreement proposed by the applicant.
- Make all final decisions with respect to the amount of funding and the timing of payments to be provided to the applicant.

All eligible applications submitted in response to this solicitation will become the property of the New York State Department of Agriculture and Markets.

3.1 FUNDING PRIORITIES

Priority for funding will be determined by the date an application is determined eligible and complete. If available funding for projects is exhausted in the current fiscal year, complete applications will be held in order of receipt by the Department for award in the next fiscal year, subject to the availability of funding.

3.2 AWARDS

All applications will be reviewed for eligibility and completeness. All eligible applicants shall receive funding for approved project costs until all funds designated for this purpose are exhausted. Applicants may only be awarded once per funding round. Awardees of previous rounds of funding may apply and receive funding for new and distinct projects.

3.3 STATEWIDE FINANCIAL SYSTEM REGISTRATION

All applicants will need to be registered and prequalified in SFS prior to submitting their application. Please use this link to register and prequalify. *Please Note: It is highly recommended that applicants register and begin the pre-qualification process in SFS as early as possible. This process may take several weeks to complete.*

<https://grantsmanagement.ny.gov/register-your-organization-sfs>

NYS Grown & Certified Cooperative Marketing Program

Application

Applicant Information			
Name:			
Business Name:			
Street Address:			
City:		State:	Zip:
County:		Email:	
Phone:		Website:	
Enrolled in the New York State Grown & Certified Program? ☐ Yes ☐ No – Please send me information to enroll in the New York State Grown & Certified Program. (Proceed to STEP 2, your application will be held until your application is received.)			

Proposed Workplan & Budget			
Provide a detailed description of the marketing and promotional activities you are proposing, the timeframe in which it will occur, and projected budget. Attach additional sheets if necessary.			
Activity	Timeframe	Distribution	Cost
<i>E.g. Plate change to add NYS G&C logo to bushel boxes.</i>	<i>June 2024</i>	<i>Approx. 20,000 boxes /year to retail markets in Western NY.</i>	<i>\$4,000</i>
Total Project Cost:			\$

Baseline Metrics - Applicants must provide quantitative measures of the effectiveness of their marketing and promotional projects. Applicants selling multiple crops may select their top three grossing crops. For all products tied to this project, ***gross sales*** must be reported for a 1-3 month period **at the time of the application.** Please enter that information in the table.

Crop/Product (NYS G&C eligible)	Gross Sales (1-3 month period)	Quantity (1-3 month period)
<i>(e.g. Apples)</i>	<i>(e.g. \$1,000.00)</i>	<i>(e.g. 500 pounds)</i>

Market Outlets	Company name(s)
Wholesale	
Farmer's market	
Farm stand	
Retail	
Other	

Print Name: _____

Signature: _____ **Date:** _____

Submit this application to:

Laura Smalley
 Laura.smalley@agriculture.ny.gov
 NYS G&C Marketing Program for Agricultural Producers
 NYS Department of Agriculture and Markets
 10B Airline Drive
 Albany, NY 12235